



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

A. G. Kawamura, Secretary

April 18, 2007

Dear Prospective Applicant:

California is an amazing state. With our agricultural diversity and abundance, our producers hold the keys to solve our obesity and health crisis, our open space and conservation efforts, and our ever-growing energy demands, to name a few. To further enhance the many efforts and opportunities agriculture provides, the California Department of Food and Agriculture (CDFA) is offering *New, Different and Innovative* grants to help increase the competitiveness of California's specialty crops.

When you know you have something great, you want to invest in it, promote it and market it as widely as possible. This is how I feel about our specialty crop industry in California. Therefore, I encourage you to submit proposals that provide long-term benefits to producers within our Golden state. As part of the Specialty Crops Competitiveness Act of 2004, this funding availability of \$1,000,000 will be awarded to grant recipients for a maximum of \$100,000 each.

The applications will be reviewed by a panel at CDFA and our final selections will be communicated by letter and other media outlets. These innovation grants will help ensure that our agricultural industry continues to meet and exceed the needs of all Californians who rely on our products, solutions and services to live a healthier and more meaningful life.

Thank you for expressing interest in these innovation grants. Best of luck.

Sincerely,

A.G. Kawamura
Secretary

